



**WBQH**  
**1050AM SILVER SPRING, MD**  
**COMMUNITY COMMITMENT REPORT**  
**3<sup>RD</sup> QUARTER 2011**  
**JUNE 26<sup>TH</sup> • SEPTEMBER 24<sup>TH</sup>**

**MELVIN R. CHASE, JR.**  
**DIRECTOR OF PUBLIC AFFAIRS**  
**NEWS ADMINISTRATOR**

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**PUBLIC AFFAIRS PROGRAMS**

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and thought-provoking hosts. All programs air every Sunday.

***PARENTS PERSPECTIVE***

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

***OF CONSUMING INTERESTS***

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

***MUSIC AND THE SPOKEN WORD***

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

**SPORTS PROGRAMMING**

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

**PARENTS PERSPECTIVE**

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

- 🎧 Sept. 18<sup>th</sup>  
PP #1 • 4:30am • 28 min • Boredom  
PP #2 • 5:00am • 28 min • Managing Difficult Kids
- 🎧 Sept. 11<sup>th</sup>  
PP #1 • 4:30am • 28 min • Dance and Literature  
PP #2 • 5:00am • 28 min • What Every Child Needs
- 🎧 Aug. 28<sup>th</sup>  
PP #1 • 4:30am • 28 min • Pregnancy and Birth  
PP #2 • 5:00am • 28 min • Boredom
- 🎧 Aug. 21<sup>st</sup>  
PP #1 • 4:30am • 28 min • Kids with Severe Irritable Bowel Syndrome  
PP #2 • 5:00am • 28 min • Learning Weather
- 🎧 Aug. 14<sup>th</sup>  
PP #1 • 4:30am • 28 min • Meltdown Kids  
PP #2 • 5:00am • 28 min • Kids and Computers
- 🎧 Aug. 7<sup>th</sup>  
PP #1 • 4:30am • 28 min • Academic Skills  
PP #2 • 5:00am • 28 min • Preparing for Sibling
- 🎧 Jul. 31<sup>st</sup>  
PP #1 • 4:30am • 28 min • Learning Weather  
PP #2 • 5:00am • 28 min • Development Touchpoints
- 🎧 Jul. 24<sup>th</sup>  
PP #1 • 4:30am • 28 min • Conversations with Kids  
PP #2 • 5:00am • 28 min • Sunny Days
- 🎧 Jul. 17<sup>th</sup>  
PP #1 • 4:30am • 28 min • Parents as Advocates  
PP #2 • 5:00am • 28 min • Living Low Tech

- 🎧 Jul. 10<sup>th</sup>  
PP #1 • 4:30am • 28 min Children and Stuttering  
PP #2 • 5:00am • 28 min • PE for Life
  
- 🎧 Jul. 3<sup>rd</sup>  
PP #1 • 4:30am • 28 min • Launching our Young  
PP #2 • 5:00am • 28 min • Effects of TV on Kids
  
- 🎧 Jun. 26<sup>th</sup>  
PP #1 • 4:30am • 28 min • Childhood Psychosis  
PP #2 • 5:00am • 28 min • Difficulty in Kids

**MUSIC AND THE SPOKEN WORD**

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

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🎧 Aug. 21<sup>st</sup> • 4:00am • 28:00 min

🎧 Aug. 14<sup>th</sup> • 4:00am • 28:00 min

🎧 Aug. 7<sup>th</sup> • 4:00am • 28:00 min

🎧 Jul. 31<sup>st</sup> • 4:00am • 28:00 min

🎧 Jul. 24<sup>th</sup> • 4:00am • 28:00 min

🎧 Jul. 17<sup>th</sup> • 4:00am • 28:00 min

🎧 Jul. 10<sup>th</sup> • 4:00am • 28:00 min

🎧 Jul. 3<sup>rd</sup> • 4:00am • 28:00 min

🎧 Jun. 26<sup>th</sup> • 4:00am • 28:00 min

**OF CONSUMING INTERESTS**

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

- 🎧 Sept. 18<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Finances  
OCI #2 • 6:00am • 25:00 min • Internet Safety
- 🎧 Sept. 11<sup>h</sup>  
OCI #1 • 5:30am • 25:00 min • Mental Illness  
OCI #2 • 6:00am • 25:00 min • Skin Care
- 🎧 Aug. 28<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • National Retail Federation  
OCI #2 • 6:00am • 25:00 min • Hearing
- 🎧 Aug. 21<sup>st</sup>  
OCI #1 • 5:30am • 25:00 min • CVS Pharmacy  
OCI #2 • 6:00am • 25:00 min • Heart Health
- 🎧 Aug. 14<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Credit Scores  
OCI #2 • 6:00am • 25:00 min • Choosing a College
- 🎧 Aug. 7<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • OCI Taxes  
OCI #2 • 6:00am • 25:00 min • Consumer Checkbook
- 🎧 Jul. 31<sup>st</sup>  
OCI #1 • 5:30am • 25:00 min • FCC  
OCI #2 • 6:00am • 25:00 min • Developments in Commercial Banking
- 🎧 Jul. 24<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • ICBA  
OCI #2 • 6:00am • 25:00 min • National Retail Federation
- 🎧 Jul. 17<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • White Collar Crime  
OCI #2 • 6:00am • 25:00 min • Responsive Law

## **WBQH • CCR 3<sup>RD</sup> QUARTER 2011 • JUNE 26<sup>TH</sup> – SEPTEMBER 24<sup>TH</sup>**

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 Jul. 10<sup>th</sup>

OCI #1 • 5:30am • 25:00 min • Rory Crawford

OCI #2 • 6:00am • 25:00 min • Safe Travel For Kids

 Jul. 3<sup>rd</sup>

OCI #1 • 5:30am • 25:00 min • Motorists Issues

OCI #2 • 6:00am • 25:00 min • Eye Health

 Jun. 26<sup>th</sup>

OCI #1 • 5:30am • 25:00 min • Kids and Finances

OCI #2 • 6:00am • 25:00 min • Cyber Crimes



**PUBLIC SERVICE CAMPAIGNS**

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- 🎧 Childhood Asthma
- 🎧 College Access Campaign
- 🎧 Dream Act Initiative
- 🎧 Drunk Driving Prevention
- 🎧 Employment Opportunities
- 🎧 Health and Wellness
- 🎧 High School Dropout Prevention
- 🎧 Hispanic Scholarship Fund
- 🎧 Immigration Reform
- 🎧 Internship Opportunities
- 🎧 Nutrition Education
- 🎧 Underage Drinking Prevention

**ASCERTAINMENT**

As part of our continuing effort to serve our listeners, WBQH talked with various governmental and community leaders about the issues facing our area. The top three concerns were: The Economy, Transportation, and Government Accountability. For the second straight quarter, The Economy is heads and shoulders above the rest

The Top Issues were:

1. The Economy
2. Transportation
3. Government Accountability
4. Health Care
5. Education
6. Crime and Public Safety
7. Energy Policy
8. National Security
9. Immigration Reform
10. Foreclosure/Housing Crisis